

1 CLAIMS

2 What is claimed is:

3 1. A method comprising:

- 4 a. receiving a connected-content trigger on a first
- 5 receiver unit and a second receiver unit, the
- 6 connected-content trigger having a first value
- 7 indicating that first content associated with the
- 8 connected-content trigger is connected content, the
- 9 first receiver unit including a trigger filter;
- 10 b. rejecting the connected-content trigger with the
- 11 trigger filter such that the first receiver unit
- 12 ignores the connected-content trigger;
- 13 c. executing the connected-content trigger on the second
- 14 receiver unit;
- 15 d. receiving a disconnected-content trigger on the first
- 16 and second receiver units, the disconnected-content
- 17 trigger having a second value indicating that second
- 18 content associated with the disconnected-content
- 19 trigger is disconnected content;
- 20 e. accepting the disconnected-content trigger with the
- 21 trigger filter; and
- 22 f. executing the disconnected-content trigger on the
- 23 first and second receiver units.

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25 2. The method of claim 1, wherein disconnected content is

26 content that does not require a bi-directional connection

27 to a remote information store.

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29 3. The method in claim 1, wherein executing a connected-

30 content trigger comprises at least one of establishing and

31 maintaining a bi-directional connection to a remote

32 information store.

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2 4. The method in claim 1, wherein rejecting a trigger  
3 comprises preventing a display of information associated  
4 with the trigger.

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6 5. The method of claim 1, wherein rejecting the connected-  
7 content trigger comprises storing at least a portion of  
8 the connected-content trigger.

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10 6. The method of claim 1, further comprising storing the  
11 disconnected content in a first and second local memory on  
12 the respective first and second receiver units.

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14 7. The method of claim 6, wherein the storing occurs before  
15 (b).

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17 8. The method of claim 6, wherein the disconnected content  
18 comprises a plurality of linked web pages.

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20 9. The method of claim 8, further comprising displaying a  
21 first one of the web pages and then displaying a second  
22 one of the web pages without establishing a bi-directional  
23 connection to a remote information store.

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25 10. The method of claim 8, further comprising displaying a  
26 first one of the web pages and then displaying a plurality  
27 of the web pages without establishing a network  
28 connection.

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30 11. The method of claim 1, further comprising:

- 1           g.    storing first configuration data in the first  
2                receiver unit before (b), the first configuration  
3                data defining a disconnected configuration;  
4           h.    storing second configuration data in the first  
5                receiver unit defining a connected configuration; and  
6           i.    having stored the second configuration data,  
7                receiving and executing a second connected content  
8                trigger that includes a third value indicating that  
9                third content associated with the second connected  
10               content-trigger is connected content.

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12   12.   The method of claim 1, wherein rejecting the connected-  
13       content trigger includes storing at least a portion of the  
14       connected-content trigger for execution at a later time.

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16   13.   The method of claim 12, wherein the later time is a  
17       specified time of day.

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19   14.   The method of claim 12, wherein the later time is an end  
20       of a delay period beginning upon receipt of the connected-  
21       content trigger.

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23   15.   A receiver unit comprising:

- 24       a.    configuration data stored in a local memory; and  
25       b.    means for distinguishing disconnected-content  
26           triggers from connected-content triggers, and for  
27           executing the disconnected-content triggers without  
28           executing the connected-content triggers.

29  
30   16.   The receiver unit of claim 15, further comprising means  
31       for modifying the configuration data of the receiver unit.

1 17. The receiver unit in claim 15, wherein the disconnected-  
2 content trigger includes a first connectivity value,  
3 wherein the connected-content trigger includes a second  
4 connectivity value, and wherein the means for  
5 distinguishing disconnected-content triggers from  
6 connected-content triggers distinguishes triggers uses the  
7 first and second values.

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9 18. A system comprising:

- 10 a. a transmitter transmitting video, a connected-content  
11 trigger, and a disconnected-content trigger;  
12 b. a disconnected receiver unit that receives the  
13 connected-content trigger and the disconnected-  
14 content trigger and executes the disconnected-content  
15 trigger and rejects the connected-content trigger,  
16 the disconnected receiver unit having a first  
17 unidirectional connection to the transmitter; and  
18 c. a connected receiver unit that receives and executes  
19 both the connected-content trigger and the  
20 disconnected-content trigger, the second receiver  
21 unit having a bi-directional connection to a remote  
22 information store and a second unidirectional  
23 connection to the transmitter.

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25 19. The system of claim 18, further comprising a third  
26 receiver unit that receives the connected-content trigger  
27 and executes the connected-content trigger at a specified  
28 time, the third receiver having a bi-directional  
29 connection to a remote information store at a later time  
30 and a third unidirectional connection to the transmitter.

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1 20. The system of claim 18, further comprising a third  
2 receiver unit adapted to receive the connected-content  
3 trigger and stores at least a portion of the connected-  
4 content trigger for execution at a later time.

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6 21. The system of claim 20, wherein the later time is a  
7 specified time of day.

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9 22. The system of claim 20, wherein the later time is an end  
10 of a delay period beginning upon receipt of the connected-  
11 content trigger.